



Tuolumne County Visitors Bureau Co-Opportunities 2018-2019

The Tuolumne County Visitors Bureau is pleased to offer our Members several "co-opportunities" throughout the year. These opportunities add value to your membership and help you and the TCVB to leverage marketing and promotion dollars!

For more information, contact Jen Lopez, Marketing Manager, unless otherwise noted.
(209)533-4420, jen@gotuolumne.com

Advertise with the Tuolumne County Visitors Bureau

2019 Vacation Planner: 100,000 copies of the TCVB annual vacation planner are distributed at various Bay Area locations such as BART stations, Peet's Coffee Houses, Whole Foods, and San Jose and Oakland International Airports to name a few. They're also distributed at the Tuolumne County Visitors Bureau's visitors centers, through advertising leads, individual requests, at media events, travel shows, and at local businesses.

- Rates start at \$850.

NEW! E-newsletter Ads: Reach an engaged and active leisure travel planning audience. Every month, subscribers are inspired with stories showcasing what to see and do in Tuolumne County. Our e-newsletter is sent out to a growing audience of 10,000 subscribers nation-wide who have opted-in to receive emails from us through our website, vacation planner and magazine leads. Your ad block includes a 200x100px image, business name, 30-word description and link to your website.

- \$100 per e-newsletter



Go On the Road With Us

Bay Area Travel and Adventure Show: March 23-24, 2019 (1 spot available)

Santa Clara Convention Center

(21,000+ attendees in 2018)

Los Angeles Travel and Adventure Show: February 15-16, 2019 (2 spots available)

Los Angeles Convention Center

(36,000+ attendees in 2018)

Once again we're headed to both the Bay Area and LA Travel & Adventure Shows. These energizing shows are a key outlet to promote Tuolumne County



to potential and returning visitors. Both shows offer a special “media only” interval where we meet and talk with travel writers and encourage them to visit, write about and promote our area. At the Bay Area Show we are part of the Gold Country row and at the LA Show we are part of the Yosemite Pavilion. There’s two ways to participate:

- Partner in the TCVB booth (1 attendee per partner business): \$850
- Send 100 #10 brochures or rack cards to display: \$50 per show

Be Heard on Bay Area Radio

KGO: As a special opportunity, in conjunction with the TCVB effort, KGO radio will offer packages of 10 spots on KGO810 in their :15-second live “Right Now Traffic Reports,” which run prime time Monday-Friday 5am-8pm (primarily 6a-10am and 3pm-7pm), and will make these packages available for the vastly reduced rate of \$35 per spot on what is normally a \$100 spot rate. Ten spots per week would cost only \$350 per week, per business, and each spot would be 100% dedicated to the purchasing business. The number of weeks available for purchase is limited to 8 weeks per business. The number of businesses this will be available to will be limited to ten.

KOIT: Special Programming for Tuolumne Members and Partners: Through customized radio, digital and social campaigns, members would be able to market using discount packages due to Visit Tuolumne County’s partnership. Packages can include

- Radio
 - Banner Ads
 - Email Blasts
 - Boosted Facebook
 - Contests and Promotions
- Pricing from \$500-\$1000

Be Seen on TV

Fox 40 Sponsored Segments: Partner with us on one of four sponsored 4-minute Studio 40 Live on-air segments. (TBD)

Get Covered in Print

Bay Area News Group (San Jose Mercury News, East Bay Times, etc.): Winter 2019

- Rates start at \$300

California Visitors Guide: 500,000 copies of the annual California Visitors Guide put out by Visit California are distributed annually on newsstands, through requests on VisitCalifornia.com, in California Welcome Centers, etc. Every year, TCVB places a co-op ad in the guide and partners may opt in for an ad block.

- Rate for ad block: \$1900



Off-Season Giveaways

We're gearing up for off-season promotional campaigns with print and radio outlets. Some of these campaigns will include co-op opportunities for our members, including "Get Away to Tuolumne County" trip giveaways. If you'd like to participate by providing overnight stays in your lodging or services or products, as part of these giveaways that will promote off-season visitation to Tuolumne County, please let us know.

Next giveaway opportunity: **Yosemite Journal Road Trip Giveaway**: Winter 2018-2019

Media

The TCVB hosts media year around. We truly appreciate all that our partners have done for us to assist in hosting media. If any partners would like to be a part of these media trips email Katie, katie@gotuolumne.com. Partners can participate by offering media guests complimentary or discounted items such as: food, tours, rental equipment, or services. We also provide our media with a giftbag that contains local products and county information, partners may also participate by donating items to these gift bags.

Social Media Matters

Social media provides an effective mechanism for "word of mouth" marketing! That's why here at TCVB we take it seriously. You can find us (and follow us!) on Facebook, Twitter, Pinterest, Instagram and YouTube. If you subscribe to any or all of these, please be sure to follow us, then share what we're doing with your followers. ***We are stronger together! #mytuolumnecounty #visittuolumnecounty***

